MIN
VOLUME
MAX
88
92
94
100
104
106
107
108
MHz
TUNING
FM

FREE FM RADIO WHEN YOU FILL OUT THIS SURVEY.

Simply fill out this survey and we'll send you this hot FM radio totally free. Plus, just for tuning us in to a few facts about yourself, you could qualify to get in on even more special offers and coupons for your favorite cigarettes. So stop whatever you're doing, grab a pen and sound off.

Source: https://www.industrydocu

9999999999999999
Sample A. Sample
123 Any Street
Anytown, US 12345-1234

Use the lines below to print name and address corrections only.

____
____
____
____
____

Moisten and seal before mailing

Participation limited to persons 21 years of age or older.

Do you smoke cigarettes? ☐ Yes ☐ No, but please send me my free radio anyway (skip to question 14).

By signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable federal and state laws.

Signature (required) X ________________ **Birth Date (required)** ____ / ____ / ____ (Month / Day / Year)

Phone Number (____ **)** ____________ (Area Code) **Today's Date** ____ / ____ / ____ (Month / Day / Year)

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

____
(brand)

2. Is your regular brand ...? (Check one.)
   - ☐ Regular/King Size
   - ☐ 100's
   - ☐ 120's

3. Is your regular brand ...? (Check one.)
   - ☐ Menthol
   - ☐ Non-Menthol

4. Is your regular brand ...? (Check one.)
   - ☐ Full flavor
   - ☐ Medium
   - ☐ Lights/Milds
   - ☐ Ultra/Extra Low Tar
   - ☐ Lowest/1 mg Tar

5. Do you usually buy it by the ...? (Check one.)
   - ☐ Pack
   - ☐ Carton
   - ☐ Both Ways

6. How long have you smoked this brand? (Check one.)
   - ☐ Less than 1 year
   - ☐ 1 to 2 years
   - ☐ 2 to 3 years
   - ☐ 3 to 5 years
   - ☐ Over 5 years

7. What, if any, was your previous brand?

____
(brand)

8. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
   - ☐ Go to another store to buy my regular brand
   - ☐ Buy another type or length of my regular brand
   - ☐ Wait until the store has my regular brand.
   - ☐ Buy a different brand entirely.

9. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
   - ☐ I use almost any cigarette coupon I get.
   - ☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
   - ☐ I only use coupons if they are for my regular brand.
   - ☐ I never use coupons to buy cigarettes.

10. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Doral	☐ Newport
☐ Basic	☐ GPC	☐ Now
☐ Benson & Hedges	☐ Kent	☐ Parliament
	☐ Kool	☐ Salem
☐ Best Buy	☐ Marlboro	☐ Store brand/ Generic
☐ Best Value	☐ Merit	
☐ Cambridge	☐ Misty	☐ True
☐ Camel	☐ Monarch	☐ Vantage
☐ Capri	☐ Montclair	☐ Virginia Slims
☐ Carlton	☐ More	☐ Winston
☐ [illegible]		☐ [illegible]

____
(brand)

82984

11. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton = 10 packs.)

Brand Name	# of Packs
__________	____
__________	____
__________	____
__________	____

12. Where do you usually buy your cigarettes? (Check one.)
    - ☐ Supermarket Chain
    - ☐ Neighborhood Grocery
    - ☐ Convenience/Gas Station
    - ☐ Drug Store/Pharmacy
    - ☐ Discount Store

13. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand...	☐	☐	☐
I take advantage of special offers for brands other than my regular brand...	☐	☐	☐

14. Is there another smoker in your household 21 years of age or older? Please print full name, birth date and regular brand.

____
First Name M.I. Last Name
____
Birth Date Regular Brand

15. Do you have friends, 21 years of age or older, who smoke and would like to receive cigarette coupons and branded incentive items in the mail? Please print full names and phone numbers.

____
Name
(____) ____________
Area Code Phone Number

____
Name
(____) ____________
Area Code Phone Number

16. Which of the following best describes you? (Check one.)

☐ White	☐ African American	☐ Asian
☐ Hispanic	☐ American Indian	☐ Other

Free Radio Offer good until 1/31/98. Please allow 10 to 12 weeks for delivery. Only manufacturer's warranty applies. Not responsible for lost, late, misdirected or postage-due mail. Offer good only in U.S.A. Consumer Survey Associates Radio Offer is limited to one per person regardless of the number of surveys completed. Your radio is not returnable for exchange. No photocopies or facsimiles will be accepted. Void where prohibited, taxed or licensed.

Limited to persons 21 years of age or older.

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WE NOW RETURN YOU TO YOUR REGULARLY SCHEDULED PROGRAM.

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